

ORDER



Orders
Order / Rev: 169650
Alt Order #: 06868406
Product Desc: COMM ELECT M. SANCHE
Estimate:
Flight Dates: 10/27/12 - 11/06/12
Original Date / Rev: 10/26/12 / 10/26/12
Order Type: GENERAL

KOB

Primary AE: Danny Blumenfeld
Sales Office: P-ATL
Sales Region: National

Agency
Name: Luc, Inc.
Buying Contact: Chris Brimer
Billing Contact:
 25 Whitlock Pl Fl 2
 Marietta, GA 30064-3142

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Michael S. Sanchez for State Senate
Demographic: A35+
Product Codes: PL1
Priority: 99
Revenue Codes: AGY, POL, CAND

New Business Thru: 10/26/13
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	5	\$1,925.00	\$1,636.25
10/29/12	11/06/12	58	\$17,375.00	\$14,768.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	5	\$1,925.00	\$1,636.25	0.00
November 2012	58	\$17,375.00	\$14,768.75	0.00
Totals	63	\$19,300.00	\$16,405.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Danny Blumenfeld			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KOB	38%	\$19,300.00
Market	100%	\$50,789.47

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KAPX	0%	\$0.00
KASA	7%	\$3,555.26
KASY	0%	\$0.00
KAZQ	0%	\$0.00
KBEI	0%	\$0.00
KBIM	0%	\$0.00
KCHF	0%	\$0.00
KENW	0%	\$0.00
KHFT	0%	\$0.00
KKTO	0%	\$0.00
KLUZ	0%	\$0.00
KNAT	0%	\$0.00
KNME	0%	\$0.00
KOAT	36%	\$18,284.21
KOBF	0%	\$0.00
KOBR	0%	\$0.00
KOCT	0%	\$0.00
KOFT	0%	\$0.00

KOVT	0%	\$0.00
KREZ	0%	\$0.00
KRPV	0%	\$0.00
KRQE	19%	\$9,650.00
KUPT	0%	\$0.00
KWBQ	0%	\$0.00
UNKWN	0%	\$0.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	All	10/27/12	11/03/12	Saturday Night Live Saturday Night Live	CM	Sa 1030p-1205a -----S-	:30	1	\$300.004		0.00	NM	2	\$600.00
		SNL												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S-		1		\$300.00			0.00			
		Week: 10/29/12	11/04/12	-----S-		1		\$300.00			0.00			
2	All	10/27/12	11/03/12	News 4 @ 10p Sat News 4 @ 10p Sat	CM	Sa 10p-1030p -----S-	:30	1	\$600.004		0.00	NM	2	\$1,200.00
		NEWS												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S-		1		\$600.00			0.00			
		Week: 10/29/12	11/04/12	-----S-		1		\$600.00			0.00			
3	All	10/27/12	11/03/12	News 4 @ 6p Sat News 4 @ 6p Sat	CM	Sa 6p-630p -----S-	:30	1	\$250.004		0.00	NM	2	\$500.00
		NEWS												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S-		1		\$250.00			0.00			
		Week: 10/29/12	11/04/12	-----S-		1		\$250.00			0.00			
4	All	10/28/12	11/04/12	Sunday Today Sunday Today	CM	Su 7a-8a -----S	:30	1	\$175.004		0.00	NM	2	\$350.00
		SUN TODAY												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S		1		\$175.00			0.00			
		Week: 10/29/12	11/04/12	-----S		1		\$175.00			0.00			
5	All	10/28/12	11/04/12	News 4 @ 10p Sun News 4 @ 10p Sun	CM	Su 10p-1035p -----S	:30	1	\$600.004		0.00	NM	2	\$1,200.00
		NEWS												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S		1		\$600.00			0.00			
		Week: 10/29/12	11/04/12	-----S		1		\$600.00			0.00			
6	All	10/29/12	11/02/12	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	M-F 6a-7a MTWTF--	:30	5	\$350.004		0.00	NM	5	\$1,750.00
		NEWS - 1/DAY												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--		5		\$350.00			0.00			
7	All	10/29/12	11/02/12	M-F Today Show M-F Today Show	CM	M-F 7a-9a MTWTF--	:30	10	\$350.004		0.00	NM	10	\$3,500.00
		TODAY - 2/DAY												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--		10		\$350.00			0.00			
8	All	10/29/12	11/02/12	News 4 @ 6p M-F News 4 @ 6p M-F	CM	M-F 6p-632p MTWTF--	:30	5	\$400.004		0.00	NM	5	\$2,000.00
		NEWS - 1/DAY												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--		5		\$400.00			0.00			
9	All	10/29/12	11/02/12	News 4 @ 630p M-F News 4 @ 630p M-F	CM	M-F 630p-7p M-W-F--	:30	3	\$400.004		0.00	NM	3	\$1,200.00
		NEWS - 1/DAY												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	M-W-F--		3		\$400.00			0.00			
10	All	10/29/12	11/02/12	M-F Today Show II 9a M-F Today Show II 9a	CM	M-F 9a-10a MTWTF--	:30	5	\$150.004		0.00	NM	5	\$750.00
		TODAY 2 - 1/DAY												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
10	All	10/29/12	11/02/12	M-F Today Show II 9a M-F Today Show II 9a	CM	M-F 9a-10a MTWTF--	:30	5	\$150.004		0.00	NM	5	\$750.00
TODAY 2 - 1/DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12	MTWTF--					5	\$150.00		0.00			
11	All	10/29/12	11/02/12	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p MTWTF--	:30	5	\$125.004		0.00	NM	5	\$625.00
NEWS - 1/DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12	MTWTF--					5	\$125.00		0.00			
12	All	10/29/12	11/02/12	Judge Judy-P/ DR 4p/ 430p Judy Judy-P/ DR 4p/ 430p	CM	M-F 4p-5p M-W-F--	:30	3	\$125.004		0.00	NM	3	\$375.00
JUDGE JUDY - 1/DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12	M-W-F--					3	\$125.00		0.00			
13	All	10/29/12	11/02/12	News 4 @ 5p M-F News 4 @ 5p M-F	CM	M-F 5p-530p MTWTF--	:30	5	\$325.004		0.00	NM	5	\$1,625.00
NEWS - 1/DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12	MTWTF--					5	\$325.00		0.00			
14	All	11/05/12	11/06/12	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	M-F 6a-7a MT----- (6:00 AM-7:00 AM)	:30	2	\$350.004		0.00	NM	2	\$700.00
NEWS - 1/DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12		11/11/12	MT-----					2	\$350.00		0.00			
15	All	11/05/12	11/06/12	M-F Today Show M-F Today Show	CM	M-F 7a-9a MT-----	:30	4	\$350.004		0.00	NM	4	\$1,400.00
TODAY - 2/DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12		11/11/12	MT-----					4	\$350.00		0.00			
16	All	11/05/12	11/05/12	News 4 @ 6p M-F News 4 @ 6p M-F	CM	M-F 6p-632p M-----	:30	1	\$400.004		0.00	NM	1	\$400.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12		11/11/12	M-----					1	\$400.00		0.00			
17	All	11/05/12	11/05/12	News 4 @ 630p M-F News 4 @ 630p M-F	CM	M-F 630p-7p M-----	:30	1	\$400.004		0.00	NM	1	\$400.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12		11/11/12	M-----					1	\$400.00		0.00			
18	All	11/05/12	11/05/12	M-F Today Show II 9a M-F Today Show II 9a	CM	M-F 9a-10a M-----	:30	1	\$150.004		0.00	NM	1	\$150.00
TODAY 2														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12		11/11/12	M-----					1	\$150.00		0.00			
19	All	11/05/12	11/05/12	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p M-----	:30	1	\$125.004		0.00	NM	1	\$125.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12		11/11/12	M-----					1	\$125.00		0.00			
20	All	11/05/12	11/05/12	Judge Judy-P/ DR 4p/ 430p Judy Judy-P/ DR 4p/ 430p	CM	M-F 4p-5p M-----	:30	1	\$125.004		0.00	NM	1	\$125.00
JUDGE JUDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12		11/11/12	M-----					1	\$125.00		0.00			
21	All	11/05/12	11/05/12	News 4 @ 5p M-F News 4 @ 5p M-F	CM	M-F 5p-530p M-----	:30	1	\$325.004		0.00	NM	1	\$325.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12		11/11/12	M-----					1	\$325.00		0.00			

*Tax 1 Note: ABQ 7%.

Totals 63 \$19,300.00